Dr. Mansurali A

BCA, PGDCA, MA, MBA, M.Sc., PhD,
PGP BABI (Analytics), Business Analytics (Harvard Online)

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Dr.A. Mansurali is an Assistant Professor at the Department of Management, Central University of TamilNadu. An avid researcher and a young management educator, passionate about analytics, research, marketing, and pedagogy development with proactive engagement in academic roles, leadership, and student development.

OVERVIEW

QUALIFICATIONS:

- 2022: Business Analytics (Harvard Online)
- 2020: PGP: Business Analytics and Business Intelligence.
- 2019: UGC-NET
- 2018: UGC-SET
- 2017: Ph.D. (Anna University): Mgmt. Sciences.
- 2011: MBA (Marketing) Anna University.
- 2009: Bachelor's in Computer Applications

PUBLICATIONS AND CONFERENCES

- Marketing Analytics – Editor of the book
- Sports Analytics – Editor of the book*
- Data Analytics with Python- Book Author
- 43 Papers published
- 29 Book Chapters
- 2 Cases
- 4 Patents
- 63 Papers presented
- Google Scholar Citations:77
- Scopus Index: 2; H- index - 2
- Google H-Index: 4, i10- index 3

SPECIAL ACHIEVEMENTS

- Best Case Award -2023
- Winner of Analytics Hackathon - Hack of All Trades -2019
- Certified Trainer – R & Machine Learning
- Best All-Rounder – MBA

EXPERIENCE

JULY 2023 – Current:
Assistant Professor
Central University of Tamil Nadu

JULY 2022 – JUNE 2023:
Assistant Professor: Christ University

JUNE 2017- May 2022:
Assistant Professor (SG): PSGIM

JUNE 2013- 2017:
Assistant Professor: PSGIM

JUNE 2012- MAY 2013:
Research Scholar: PSGIM

MAY 2011- JUNE 2012:
Area Head – Sales: Janalakshmi Financial Services

Teaching Assignments – Freelance

APRIL 2022- JUNE 2022:
Imarticus Learning Private Limited

AUGUST 2022– DECEMBER 2022
Jain Online

EDUCATION DETAILS

- 2022: Business Analytics – Harvard Business School (Online)
- 2020: PGP - Business Analytics &Business Intelligence @ Great Lakes Institute of Management – With Excel in All Courses
- 2020: PGP - Business Analytics &Business Intelligence @ Mccombs School of Business, University of Texas at Austin
- 2017: Ph.D. (Management Sciences): Anna University - *A Study on Purchase Intent Drivers and Empowerment of Women by Micro Finance Institutions* – **Research Funded by University Grants Commission – Government of India**
- 2011: MBA (Marketing, PSG College of Technology Anna University- 8.05 CGPA, Bagged the Best Outgoing Student Award.
- 2009: Bachelors in Computer Applications (BCA) Bharathiar University - First class with distinction.

CONTINUING EDUCTION

- 2020: MA Tamil
- 2016: M.Sc. (Applied Psychology)
- 2015: Post Graduate. Diploma in Computer Applications

COURSES TAUGHT

Subjects Taught - MBA & PDGM

- Marketing Management
- Management Information Systems
- Business Analytics
- Marketing Analytics
- Machine Learning
- Managerial Applications in Analytics
- Data Visualization
- Retail Marketing
- Services Marketing
- Research Methods

Subject Taught- Undergraduate

Marketing Systems

Subjects Taught - Postgraduate

Infrastructure Management

Global Marketing

Subjects Taught - Executives

Data Science

Marketing Management

Retail Management

Business Analytics

Case Analysis & Presentation

Faculty Roles:

- Program Coordinator – Leeds Beckett University – PSG MBA
- Assurance of Learning (AOL) Member – BA Specialization
- Faculty In charge – Analytics Lab
- Faculty Lead - Hackathon
- Faculty In-Charge – Newsletter - Business Analytics Specialization
- Faculty In Charge – NBA for Executive MBA
- Editorial Board Member - International Journal of Management, Sciences, Innovation and Technology – IJMSIT
- Sub Editor – Journal of Contemporary Research in Management
- Trainer - Active Learning Program Services
- Core committee filing Ranking submissions
  -NIRF Ranking, NBA, and NAAC Accreditation
- Member of the Library Committee
- Head - Student Development
- Faculty in –Charge – Management Association Student Chapter
- Reviewer: South Asian Journal of Marketing
- Reviewer: Journal of Customer retailing and services
- Reviewer – Asian Journal of Social Sciences and Research

Pastoral and student engagement roles

- Class tutor
- Member of the Student Grievance Committee
- Student Affairs and student development Cells
- Faculty-in-charge of Marketing Club
- Faculty-in-charge of Analytics Club,
- Rotary Club, Music, Photography & Sports Clubs,
- Member of the placement team,
- Coordinator for external events participation by students
- Coordinator for external events participation by students

Event management roles:

- Lead co-coordinator for the national India Design Mark by India Design Council,
- Lead Organizer –All India Management Association's Chanakya contests,
- Srijana –The annual Inter-Collegiate Festival College
- Core faculty member for Flood Relief Camp at Cuddalore and Kerala.
- Event in charge for Onam, Deepavali, Iftar, Pongal, and Annual Days

RESEARCH GRANT

2013: A study on "Effectiveness of MFIs in the Poverty alleviation - A Macro Socio-economic study in Tamil Nadu" - Rs 2.5 lakhs. – University Grants Commission (UGC)

CONSULTANCY PROJECTS

- Data Visualization, Dashboarding and Storytelling for Aissel Technologies Private Limited – 20-21st January 2023.

- Marketing tool creation & Client Acquisition" for Coitor Tech -   July 2016 to May 2017

- Promotions and Franchise Launch" for Meat n Eat – the period January 2017 to April 2017

- "Tapping Agro-based Business Opportunities": Rajshree Sugars & Chemicals -   June 2015 - June 2016.

BOOKS

1. Marketing Analytics – A Machine Learning Approach (2023), CRC Press, Apple Academic Press – Taylor & Francis Group. – **Edited Book**

2. Data Analytics with Python, JEC Publications. ISBN: 978-9357493000

CASE STUDY

1. Deepa, R., & Mansurali, A. (2022). Reflective Journaling to Assure Learning in the Affective Domain. South Asian Journal of Business and Management Cases, 11(2), 148-166. – **Scopus Indexed**

2. Krishnaveni V D, Mansurali A, Harish V, Vivek R (2022), Sustainable Agriculture Business Model- Development and Implementation, Compendium of Management cases, Clever Fox Publishing

PATENTS

1. **202241006282 – (2022):** A smart machine learning based predictive system to analyze the performance of employees

2. **202341022092 A – (2023):** Smart IOT-enabled water tank cleaning and maintenance system for efficient and automated maintenance

3. **202341023028 – (2023):** IOT based smart wet grinder system for work from home community.

4. **385889-001 – Design Patent (2023):** Internet of Things based Surveillance Camera

PUBLICATIONS

Journal Publications - ABDC Indexed:

1. Mansurali A., Ramakrishnan, S., Joghee, S., Kabiraj, S., & Bishnoi, M. M. (2022). Fintech Innovations in the Financial Service Industry. Journal of Risk and Financial Management, 15(7), 287. - **ABDC – B Category & Scopus Indexed**

2. Mansurali et al. (2022), a study on private and public sector banks for the analysis of job satisfaction, Manager – The British Journal of Administrative Management, Volume 58, Issue 156, November 2022. – **ABDC – C Category**

3. Mansurali & Mary Jeyanthi (2020). To Identify Purchase Intent Drivers for Strategic Marketing in the Tamil Nadu State of Microfinance, The Empirical Economics Letters, Vol.19, No.2. – **ABDC – C Category**

Journal Publications- Scopus Indexed:

1. Sujatha R, Uma Maheswari & Mansurali A (2022), Application of machine learning algorithms to predict survival of micro small and medium enterprises in India, International Journal of Data Analysis Techniques and Strategies, Vol.14, Issue 4, pp.317-335.

2. Mansurali A, Harish V, Sherin Hussain & Raveendar Sharma (2022), Game Rules Prediction – Winning Strategies Using Decision Tree Algorithms, Communications in Computer and Information Science book series (CCIS, volume 1742), 10.1007/978-3-031-23647-1_2.

3. Mansurali A, Swamynathan R, Mary Jeyanthi P (2021), Consumer Buying Behaviour During COVID-19, Webology, Vol.18, Special Issue, pp.993-1006

4. B Uma Maheswari, R. Sujatha, S. Fantina & A. Mansurali (2021), ARIMA Versus ANN—A Comparative Study of Predictive Modelling Techniques to Determine Stock Price, Lecture Notes in Networks and Systems book series (LNNS, volume 166)

5. Mary Jeyanthi, A. Mansurali, V. Harish, and V. D. Krishnaveni. (2020), Conceptual Framework of Customer Value Management (CVM) in Indian Banking Sector, Webology, Vol.17, no.2, 971-980.

6. R. Deepa & A Mansurali (2020), Life Satisfaction during COVID-19, International Journal of Human Ecology, Vol. 71, Issue 01-03, 127-138 –

7. Jeyanthi, P. Mary, A. Mansurali, V. Harish, and V. D. Krishnaveni. (2020) "SIGNIFICANCE OF FRAUD ANALYTICS IN INDIAN BANKING SECTORS." Journal of Critical Reviews 7, no. 209-213.

8. Mary Jeyanthi & Mansurali A (2020). A Survey of Emerging Countries Economy: Sustainable Development in Social Media and Information Systems, Jour of Adv Research in Dynamical & Control Systems, Vol. 12, 01-Special Issue, 2020

9. Mansurali, A & Harish V (2019), Market Basket Analysis Using Apriori Algorithm on Departmental Store Point of Sales Data, Jour of Adv Research in Dynamical & Control Systems, Vol. 11, 04-Special Issue, 2019.

10. Krishnaveni D & Swamynathan R & Mansurali A (2019), Sustainable agricultural practices and occupational hazards with respect to farmer health and safety: A pilot study, studies on ethno medicine, Vol.13, No.1, pp.37-43

11. Lakshmanan. R& Swamynathan & Mansurali A, (2015), "Empirical Study on Social Initiatives of Small and Medium Enterprises (SMEs) in Indian Apparel Industry" FIBRES & TEXTILES in Eastern Europe, 24, 2(116),8-14.

Book Chapters – Scopus Indexed

1. Mansurali A, Harish V, Swamynathan R (2023), Industry 5.0 – The Co-creator in Marketing, Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0, Emerald Publishing.

2. V Harish, A Mansurali, D Krishnaveni (2023), Digital Transformation for Business: Enablers, Framework and Challenges, Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0, Emerald Publishing

3. Mansurali, A., Mary Jayanthi, P., Swamynathan, R., & Choudhury, T. (2022). Social Listening on Budget—A Study of Sentimental Analysis and Prediction of Sentiments Using Text Analytics & Predictive Algorithms. In Machine Intelligence and Data Science Applications (pp. 879-892). Springer, Singapore.

4. Mansurali A Jeyanthi, M., Hack-Polay, D., Mahmoud, A. B., & Grigoriou, N. (2022), Segmenting the Retail Customers: A Multi-Model Approach of Clustering in Machine Learning, Consumer Behavior Change and Data Analytics in the Socio-Digital Era, Publisher: IGI Global

5. Swamynathan Ramakrishnan, Sredharran Sampath, Prannav Srikanth & Mansurali A (2021), To Invest or Not to Invest? A Case Study with Decision Analytics on Japanese Yen, Decision Intelligence Analytics and the Implementation of Strategic Business Management, EAI/Springer Innovations in Communication and Computing, ISSN 2522-8595 ISSN 2522-8609 (electronic)

6. Jeyanthi P.M & Mansurali A (2021), Applications of Hybridized Algorithms and Novel Algorithms in the Field of Machine Learning, Nature Inspired Algorithms, and Applications, Wiley-Scrivener; 1st edition, ISBN:111968174X

7. Mansurali A, V. Harish, D. Krishnaveni & Shanmugapriya M (2020), Industry 4.0 Impact on Human Resource Management, Innovations & Challenges in Human Resource Management for HR 4.0, Nova Science Publishers, Inc. New York, ISBN 978-1-53618-991-9

8. D. Krishnaveni, Mansurali A & V. Harish (2020), HR 4.0 Case Studies, Innovations & Challenges in Human Resource Management for HR 4.0, Nova Science Publishers, Inc. New York, ISBN 978-1-53618-991-9

9. V. Harish, D. Krishnaveni & Mansurali A (2020), Challenges to HR 4.0 in Global Business Scenario, Innovations & Challenges in Human Resource Management for HR 4.0, Nova Science Publishers, Inc. New York, ISBN 978-1-53618-991-9

UGC Listed Journals:

1. Krishnaveni, Harish, Mansurali A (2022), THE GREAT RESIGNATION: PUBLIC PERCEPTION ON TWITTER, Anvesak, ISSN: 0378 – 4568 UGC Care Group 1 Journal, Vol. 52, No.1(III), pp.23-3.

2. Mansurali A , Karthick R (2022), Components of supply chain management and analytical techniques used – A literature review, The journal of oriental research madras, Vol. XCII, No. 3, pp.157-168

3. Mansurali A, Praveen R, Swamynathan R (2021), A systematic review on influencer marketing and the attributes of an influencer, Anvesak, ISSN: 0378 – 4568 UGC Care Group 1 Journal, Vol. 51, No.1(XXIII), pp.41-50

4. Mansurali, A (2018), Perception and Awareness Level of Potential Customers towards Electric Cars, International Journal for Research in Applied Science & Engineering Technology (IJRASET), Vol.6, No.3, pp.359-362.4

5. Mansurali, A & Harish V (2018), Social media usage and addiction among youngsters, International Journal of Creative Research Thoughts (IJCRT), Vol.6, No.1, pp.2315-2322

6. Mansurali, A & Swamynathan, R. (2018), Selfie-Marketing, Exploration of the User Profile, International Journal of Current Research, Vol.10, No, 2, pp.66076-66078.

7. Mansurali, A & Harish V (2018), 'Online reviews and ratings' impact on purchasing decisions, Research Review International Journal of Multidisciplinary, Vol.3, no.1, pp.50-54.

Peer-Reviewed Journals:

1. Muruganandam. Dinesh, Mansurali A & Edwin (2023), an IoT-built pediatric cradle with an android app for infant care using machine learning, Journal of Data Acquisition and Processing, Vol.38, Issue 2, pp. 2005-2017.

2. R. Deepa & A Mansurali (2021), Coping Styles adapted during COVID-19 in the Indian Context, PSYCHOLOGY, AND EDUCATION (2021) 58(3): 864-874

3. Harish R, Krishnaveni D & Mansurali A (2021), Reverse Supply Chain - The Need of The Hour in E-Commerce Industries, ICCAP 2021 – **Conference Proceedings**, DOI 10.4108/eai.7-12-2021.2314687

4. Mansurali A & R Deepa (2021), LIFESTYLE SEGMENTATION IN THE CONTEXT OF COVID-19, Skylines Business Journal,17(1), 25-37, ISSN 1998-3425

5. Harish, V. Madhmitha R & Mansurali A (2021), Impact of Industry 4.0 on Supply Chain. International Journal of Research in Engineering and Science (IJRES) ISSN (Online): 2320-9364, ISSN (Print): 2320-9356, Volume 9 Issue PP. 48-53

6. A. Mansurali*, Dr.R. Deepa and V. Harish (2020), Impact of COVID-19 on Marital Relationships - insights from South India, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 05, 6592-6618

7. V.D. Krishnaveni, V. Harish, P. Mary Jeyanthi & Mansurali A, (2020), COVID-19: Impact on Indian Agriculture, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 05, 3465-3472

8. V. Harish, V.D. Krishnaveni, Mansurali A & P. Mary Jeyanthi (2020), Supply Chain Management: How India Ranks Among Brics Countries, Journal of Research on the Lepidoptera, Volume 51 (2): 336-355

9. Dr. N.L. Balasudarsun, Dr. M. Sathish, Dr. Mansurali Anifa & Ms. Hema (2020), A Systematic Review on Investors' Behavior in Stock Market, 04th ICMTS 2020. - **Conference Proceedings**

10. Mansurali & Mohammed Tariq (2018), Segmenting the Satisfied Customers of Indian Fast-Food Industry – Application of Enhanced Bat Optimization with EBO-Fcm Clustering Algorithm,6th International Conference on Business Analytics & Intelligence 2018, IK International publishing house Private Limited, New Delhi 3. - **Conference Proceedings**

11. Mansurali, A & Ramkumar. (2018) The new g kith and kin of brand equity – selfie marketing, International Journal of Current Research in Life Sciences, Vol.7, no.17.

12. Mansurali, A & Harish V & Sudharani, R (2018), Why Universities should push for E-books? A means of University Reforms?', Asian Journal of Distance Education, 13(1), 120-136

13. Mansurali, A., & Swamynathan, R. (2017), 'A study on purchase intent drivers and empowerment of women by Microfinance Institutions – Thesis Abstract,' Journal of Contemporary Research in Management, 12(1), 49.

14. Mansurali, A & Swamynathan, R. (2016), 'Enhancing Livelihood of Below Poverty Line Women - Understanding the Role of Microfinance Institutions,' Asian Journal of Research in Social Sciences and Humanities Vol. 6, No. 4, April 2016, pp. 276-284.

15. Mansurali, A., FezeenaKhadir& Swamynathan, R. (2016), 'Antecedents of Inpatient Complaining Behavior,' Journal of Ethno Medicine; 10(3), 325-335

16. Mansurali A, A & Swamynathan, R. (2015), 'Women Empowerment through Microfinance Institutions with a special focus on Socio-Economic, Financial & Personal Indicators, 'International Journal of Retailing and Rural Business Perspectives, 4(4), 1894-1899.

17. Mansurali, A & Swamynathan, R. (2014), 'A Study on Compact Fluorescent Lamps - Awareness and Utilization among Households in the District of Coimbatore, India,' International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 1(6), 100-106.

18. Mansurali, A & Swamynathan, R. (2013), A review on MFIs efficiency & its impact scenario', Journal of Contemporary Research in Management, 8(3), 43-54

19. Mansurali A, Umesh Chandrasekhar, Swamynathan, R., (2013), 'Mall Mania: A Study of Factors Influencing Consumers' Preference Towards Shopping Malls in Coimbatore City,' The IUP Journal of Marketing Management, 12(4), 29-41

20. Mansurali, A, Swamynathan, R, Vanathi.R. (2013),' The Sparkling in Supply Chain - An Exploratory study on Sivakasi Fireworks Industry,' Gurukulam Journal of Management Research, 1(2), 48-58

21. Mansurali A, Umesh Chandrasekhar, Swamynathan, R., (2013), 'Voting intentions of the young Coimbatore electorate- an opinion study on the fore coming general elections,' Gurukulam Journal Of Management Research, 1(1), 28-46

22. Mansurali, A &Vanathi.R. (2012), 'A study on the factors influencing the usage preference of credit cards by cardholders in Coimbatore,' Journal of management science, 1(10), 33-40.

Refereed Book Chapters

1. Mansurali A, Manikandan R & Rajan Subbaiah (2023), Employee Attrition and Absenteeism Analysis Using Machine Learning Methods: Application in the Manufacturing Industry, HR Analytics in an Era of Rapid Automation, IGI Global

2. Mansurali, A., Mary Jayanthi, P (2023), Introduction to Marketing Analytics, Marketing Analytics – A Machine learning approach, CRC Press, pp1-23.

3. Deepa R & Mansurali A (2021), Assurance of Learning in the Affective Domain – Case from a Business School in India, Case Studies on Perspectives on Management and Digital Business, Bloomsbury, ISBN: 978-93-54352-77-5

4. V. Harish, D. Krishnaveni & A. Mansurali (2021), Artificial Intelligence in Manufacturing, Reinventing Manufacturing and Business Processes Through Artificial Intelligence, CRC Press, eBook ISBN: 9781003145011.

5. D Krishnaveni, Harish V & A. Mansurali (2021), AI and Business Sustainability Reinventing Manufacturing and Business Processes Through Artificial Intelligence, CRC Press, eBook ISBN: 9781003145011,

6. Mansurali A, Harish V, Krishnaveni V D (2021). Leveraging social media for customer engagement, Customer Engagement: Changing Landscape of Marketing, Weser Books, Germany, First Edition, ISBN No: 978-3-96492-284-7

7. Harish V, Mansurali A, Krishnaveni V D (2021). Drivers of customer engagement, Customer Engagement: Changing Landscape of Marketing, Weser Books, Germany, First Edition, ISBN No: 978-3-96492-284-7

8. Dr. R Deepa & Mansurali A (2021). Familial Bonding is Here to Stay- Thanks to COVID-19 (2021), The New Normal – Reinventing Professional Life and Familial Bonding in the Post COVID-19 Era, ISBN 97893-54350-80-1

9. Mansurali A & Kishore R (2020), Impact of Covid-19 on Indian Economy, Socio-Economic Impact of Covid-19 on Indian Economy, N B Publications, Ghaziabad, pp,54-66, ISBN: 978-93-89234-80-0

10. Mansurali A & Maniraja M R (2020), Poverty and Hunger: Twin Plagues of the Pandemic, Socio-Economic Impact of Covid-19 on Indian Economy, N B Publications, Ghaziabad, pp,211-226, ISBN: 978-93-89234-80-0

11. Mansurali A & Saravanakumar V (2020), The New Normal: Emergence of Work from Home Culture, Socio-Economic Impact of Covid-19 on Indian Economy, N B Publications, Ghaziabad, pp,227-236, ISBN: 978-93-89234-80-0

12. Mansurali A & Shanmugapriyaa M (2020), Branding Strategies and Customer Service Strategies, The Psychology of Marketing, Asian Books, Kolkata, pp.38-46, ISBN: 979-8-579-38928-2

13. Mansurali A & Maniraja M (2020), Crisis Management, New paradigms in business management practices, Amazon publishers, Vol.3, pp.35-46, ISBN: 979-8-579-38928-2

14. Mansurali A & Kishore R (2020), E-Business, New paradigms in business management practices, Amazon publishers, Vol.3, pp.165-172, ISBN: 979-8-579-38928-2

15. Mansurali A, Saravana Kumar V & Harish V (2020), Project Management, New paradigms in business management practices, Amazon publishers, Vol.2, pp.305-313, ISBN: 979-8-579-38928-2

16. Mansurali A & Swetha D (2020), Digital Stress Management, Digital Stress Management, Asian Books, Kolkata, ISBN: 978-93-90238-54-5

17. Mansurali A, Krishnaveni & V. Harish, (2020), Marketing analytics - an umbrella of applications, Emerging issues in business management, National press associates, ISBN no: 978-81-944303-9-1

18. V. Harish, Mansurali A and Krishnaveni (2020), E-learning – types, requirements for effective e-learning teaching, roadblocks and future trends, New paradigm in business education, National press associates, New Delhi, ISBN no: 978-81-944303-8-4

19. Krishnaveni & V. Harish and Mansurali A (2020), emerging issues in HRM, Emerging issues in business management, National press associates, ISBN no: 978-81-944303-9-1

20 N Kavya Shree, V Harish & A Mansurali (2020), COVID -19 - Impact on Industries in India, Impact of covid-19 on different sectors of Indian economy, Academic Publication, New Delhi, ISBN: 978-93-83931-19-4

International Conference

1. A Conceptual Framework for AI Governance in Public Administration – A Smart Governance Perspective- Presented at International conference on IoT based control networks and Intelligent systems (ICICNIS 2023) held on 21-22 June 2023 at Reva University, Bengaluru.

2. An end-to-end machine learning model to predict the first innings score in IPL – Presented at International Conference on Human Machine Interaction in the Digital Era (ICHMIDE -2023) scheduled on 24th February 2023 in Association with AIMST University, Malaysia and Computer Society of India, Chennai.

3. Profiling the IPL players – sports analytics through clustering algorithms- Presented at the "Machine Intelligence and Data Science Applications (MIDAS-2022)" held on 7th December 2022 (Online mode) at the University of Versailles – Paris Saclay, France and UPES, Dehradun, India.

4. Data analytics in operation management- Presented at the "Machine Intelligence and Data Science Applications (MIDAS-2022)" held on 7th December 2022 (Online mode) at the University of Versailles – Paris Saclay, France and UPES, Dehradun, India.

5. Analyzing the Online Customer Post Purchasing Behavior: Sentimental Analysis Approach - Presented at the "Machine Intelligence and Data Science Applications (MIDAS-2022)" held on 7th December 2022 (Online mode) at the University of Versailles – Paris Saclay, France and UPES, Dehradun, India.

6. Game rules prediction – winning strategies using decision tree algorithms - Presented at the International Conference on Business Data Analytics 2022 by Uttranchal University during 07-08 October 2022.

7. Workmen absenteeism in a manufacturing setup - prediction using random forest- Presented at International Conference on Business Data Analytics 2022 by Uttranchal University during 07-08 October 2022.

8. Femvertising - Portrayal of Women in Indian Advertisements Presented at 17th SIMSR Global Marketing Conference (Online) at KJ Somaiya during 04-05 February 2022

9. "Social listening on budget – A study of sentimental analysis and prediction of sentiments using text analytics & predictive algorithms" – Presented at the International Conference on Machine Learning and Data Science Applications organized by Comilla University, Bangladesh, during 26-27 December 2021.

10. "Twitteratis on Budget- A study of sentimental analysis and prediction of sentiments using text analytics & predictive algorithms" – Presented at the International Conference on Business Analytics and Intelligence organized by IISC and IIM B during 20-22 December 2021.

11. "Assurance of Learning in the Affective Domain – Case from a Business School in India" – Presented at the International Conference on Management Cases 2021 (ICMC 2021) organized by BIMTECH, India, in collaboration with the University of Eastern Finland and University of South Florida during December 3-5, 2021.

12. "The Role of Businesses in Easing Pandemic Parenting" – Presented at the International Conference (Online) on New Populism and Responses of the 21st Century organized by Christ University (India) and The University of Toledo (USA) during September 24-25, 2021.

13. "Impact of Industry 4.0 technologies on the drivers of the supply chain" – Presented at the International Conference (Online) on New Populism and Responses of the 21st Century organized by Christ University (India) and The University of Toledo (USA) during September 24-25, 2021.

14. "Fintech Innovations in the financial service industry – A systematic literature review" - Presented at the International Research Conference (Online) on Embracing change & transformation – Breakthrough Innovation and Creativity by Dr. D Y Patil Business School, Pune during March 23-25, 2021

15. "Lifestyle segmentation in the context of COVID-19" – Presented at the 6th International Conference on Managing a business in a COID-19 era: Opportunities and challenges by School of Business, Skyline University, Sharjah on 23rd March 2021

16. "OTT Platforms - Impact and influence on consumers" - Presented at the 14th NASMEI - International Marketing Conference (Online) by Great Lakes Institute of Management during December 21-22, 2020

17. "A Study on Consumer Purchase Behavior Towards Product Advertised through Influencer" – Presented at the 12th International e-Conference by Prestige Institute of Management, Gwalior, during December 19-21, 2020

18. A Study on Cash Propensity of Middle-class Indians, presented in Virtual International conference 2020- Business Intervention & Technology organized by Pune Institute of Business Management during 10-13 December 2020

19. How E-books alter the Supply chain drivers when compared with E-books – Presented at The Eighth Global Supply Chain Management Conference (GSCM 2020) in Toledo, Ohio, USA during 10-13 December 2020.

20. Impact of Industry 4.0 Technologies on the Drivers of Supply Chain– Presented in The Eighth Global Supply Chain Management Conference (GSCM 2020) in Toledo, Ohio, USA, during 10-13 December 2020.

21. Impact of 3D Printing on the supply chain– Presented at The Eighth Global Supply Chain Management Conference (GSCM 2020) in Toledo, Ohio, USA, during 10-13 December 2020.

22. A Systematic Review on Investors' Behavior in Stock Market Presented in International Conference on Marketing, Technology & Society organized by IIM Kozhikode from December 07th- 09th, 2020

23. Business impact on restaurants due to online food delivery services- Presented at First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020

24. Changing face of Supply Chain – A Systematic Literature Review on the impact of Industry 4.0 technologies on Supply Chain Practices - Presented at First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020

25. Exploring pedagogical Approaches to teach Digital Native Students – With Special reference to Management Students in Tamil Nadu - Presented at the First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020

26. The Real Winner - A Study to understand the factors behind the outcome of election 2017- A Predictive Modelling Approach – Presented in Seventh International Conference (BAICONF2019) held at IIM Bangalore during December 5-7,2019

27. Neuro Marketing, NASMEI - International Marketing Conference held at Indian Institute of Management, Indore - July 26-28, 2019

28. Market Basket Analysis using Apriori Algorithm on departmental store point of sales data, presented in NASMEI - International Marketing Conference held at Indian Institute of Management, Indore - July 26-28, 2019

29. Effect of Reviews and Ratings On Purchase Decision -With Special Reference to E – Retail " Presented (presented by Co-author) in ATHENAEUM 2018, BIM Trichy held at IIT Chennai - 9-10 February 2018

30. Segmenting the Satisfied Customers of the Indian Fast Food Industry – Application Of Enhanced Bat Optimization With EBO-Fcm Clustering Algorithm Presented in the ICBAI 2018- Business Analytics Conference held at IISc Bangalore during December 20-22, 2018.

31. Social Media Addiction – A Study On Digital Natives and Its Domino Effects- Presented in the NASMEI Summer Marketing Conference held at IIM, Indore - July 27-29, 2017

32. Social Media Addiction – A Study On Screenagers and The Possessions- Presented at the Digital Marketing International Conference held at SDM, Mysore - October 26-27, 2017.

33. E-Booksooks Presented in the Digital Marketing International Conference held at SDM, Mysore - October 26-27, 2017.

34. The New G Kin of brand equity - Selfie Marketing" Presented at the 11 Th NASMEI - International Marketing Conference held at Great Lakes Institute of Management - December 23-24, 2017

35. Inclusion of Financially Excluded Fraternity - A Study on Microfinance Institutions & its Impacts - Presented in the ATHENAEUM 2016 held at BIM, Trichy - February 12-13, 2016

36. A study on intent drivers of purchase intent for BOP Women Presented at the 10th NASMEI - International Marketing Conference held at Great Lakes Institute of Management - December 23-24, 2016.

37. Role of Visual Merchandising in Carbonated Soft drinks industry Presented at the 10th NASMEI - International Marketing Conference at Great Lakes Institute of Management - Dec 23-24, 2016.

38. Green Building - Presented at the International Conference conducted by Vivekananda Institute of Management Studies & The Gandhigram Rural Institute held at Vivekananda - February 18, 2015

39. The need for applying project management practices in the construction industry - Presented at the International Conference conducted by Vivekananda Institute of Management Studies & the Gandhigram Rural Institute Held at Vivekananda College - February 18, 2015.

40. Whatsapp is here to Stay - Presented at the 9 Th NASMEI - International Marketing Conference held at Great Lakes Institute of Management - December 26-27, 2015.

41. Mall Mania - Presented in the 9th NASMEI - International Marketing Conference held at Great Lakes Institute of Management - December 26-27, 2015.

42. Women's empowerment through microfinance institutions in Coimbatore district, Tamil Nadu Presented in the International Conference on Sustainable business models in the emerging Global Economy held at DOMS, BMS College of Engineering - November 13-14, 2014.

43. A study on the effectiveness of response for civic service complaints in the city of Coimbatore- Presented at the 6th International Conference on Excellence in Research and Education (CERE-2014 held at IIM Indore - May 8-11, 2014.

44. Implementation of 5S: An essential improvement tool for MSMEs- Presented in the International Conference on Sustainable business models in the emerging Global Economy held at DOMS, BMS College of Engineering - November 13-14, 2014.

45. Impact of MFI on BPL Women in Tamil Nadu, 7th NASMEI - International Marketing Conference held at Great Lakes Institute of Management - December 27-28, 2013

National Conference:

1. Presented a case on "Making Money by Mixing Crude Oil" at the 11th National Case Study Conference Cognosco 2023 organized by CCRD, Christ University partnered with Harvard and Emerald Publishing during 27-28 April 2023

2. Presented a case on "Scaffolded Instruction - An Innovative Pedagogy To Enhance The Academic Writing Skills Of Graduate Students" at the 11th National Case Study Conference Cognosco 2023 organized by CCRD, Christ University partnered with Harvard and Emerald Publishing during 27-28 April 2023

3. Blockchain technology in logistics: revolutionising supply chain in the National Conference on "port, maritime & multimodal logistics (rebuilding the global economy) organized by AMET Business School, Academy of Maritime Education and Training (AMET) Deemed to be University Chennai on April 7. 2023.

4. Market Basket Analysis using APRIORI Algorithm on Retail Store Sales Data in the Virtual National Conference held on 29 December 2021 at School of Management Studies (SMS), Bannari Amman Institute of Technology, Sathyamangalam, TamilNadu.

5. Industry 4.0 impact on the Native Indian Work Force in the Virtual National Conference held on 29 December 2021 at the School of Management Studies (SMS), Bannari Amman Institute of Technology, Sathyamangalam, Tamil Nadu.

6. Challenges in the Biomedical Waste Management in India and a Plan for Better Biomedical Waste Management using GPS & RFID in the Virtual National Conference held on 29 December 2021 at the School of Management Studies (SMS), Bannari Amman Institute of Technology, Sathyamangalam, TamilNadu.

7. Components of Supply Chain Management and Analytical Techniques Used – A Literature Review – Virtual National Conference on Metamorphosis of Modern Management and Research held at Metamorphosis of Modern Management and Research, Sathyamangalam on 12 March 2021

8. A Study on the Impact of Influencer Marketing on The Customer Purchase Behavior – Virtual National Conference on Metamorphosis of Modern Management and Research held at Metamorphosis of Modern Management and Research, Sathyamangalam on 12 March 2021

9. A Systematic Review on Influencer Marketing and on the Attributes of an Influencer– Virtual National Conference on Metamorphosis of Modern Management and Research held at Metamorphosis of Modern Management and Research, Sathyamangalam on 12 March 2021

10. Clustering the Shoppers of PSGIM, presented in the Online Conference on Data Science and Cyber Security held at PSG College of Technology, Coimbatore, in November 2020

11. Changing World of Advertising among industries – Presented in Online National conference on MARKCON- Innovation in Marketing @ Digital Era held at Sanskriti, School of Business, Puttaparthi during14th august 2020

12. Prediction Modelling for Customers Upselling – Presented at National Conference on Machine learning and Artificial Intelligence held at CIT Coimbatore during August 26-27,2019, in association with DCAL and Analytics Society of India

13. Sentiment Analysis on Twitter Hashtags – A study on Opinions and Emotions - Presented at National Conference on Machine learning and Artificial Intelligence held at CIT Coimbatore during August 26-27,2019, in association with DCAL and Analytics Society of India

14. Keep Calm! It's about Selfie - Presented in the AIMS Regional Conference held at PSG Institute of Management - January 05-06, 2017.

15. E-BOOKS Awareness, Adoption, and Acceptance of E-books - Presented at the AIMS Regional Conference held at PSG Institute of Management - January 05-06, 2017.

16. Mall Mania - To study the factors influencing consumer's choice towards malls in Coimbatore city - Presented in the National Conference on Business Recent Trends in Marketing - Opportunities and challenges held at DOMS - NIT, Trichy - February 22, 2013.

17. A Review on MFI Efficiency & Its Impact Scenario- Presented in the Seventh National Conference on Business Research, held at PSG Institute of Management, Coimbatore, - November 23-24, 2012.

18. A study on the factors influencing the usage preference of credit cards by cardholders in Coimbatore - Presented in the National Conference on Innovative Management Practices for Global Competitiveness held at SRI VASAVI College, Erode, - December 22, 2012

PROGRAMS ORGANIZED

1. Program coordinator and Faculty for Data science – One Year Executive Development Program jointly given by PSGIM and PSG CARE for the year 2021-2022

2. Program coordinator and resource person for the Training program (MDP) on Business Analytics at PSG Institute of Management during August 27-28, 2020

3. Program coordinator and resource person for the MDP on "Data Visualization Using Tableau" at PSG Institute of Management during November 1- 2, 2019

4. Program coordinator and resource person for the Training program (MDP) on Business Analytics at PSG Institute of Management during August 29-30, 2019

5. Program coordinator and Instructor for the MDP on Data Visualization Using Tableau – March 2019

6. Program coordinator and Instructor for the Marketing Bootcamp - Synchrona 2018 for academicians and Industry-March 2018.

7. Program coordinator for the workshop on Business Applications Using Machine learning – March 2018

8. Organized and Conducted India Design Mark – National Product Design Expo at PSGIM-2018

1. Resource person for the Faculty Development Programme on Business Analytics at Sri Krishna College of Technology, Coimbatore, from 14-03-2023 to 18-03-2023.

2. Resource person for the Faculty Development Programme on Data Analytics at Sri Krishna College of Arts and Science, Coimbatore, from 02-03-2023 to 03-03-2023

3. Guest lecture on Market Watch – Sentiment Analysis and Opinion Mining at Christ Bannerghatta Campus on 16th February 2023.

4. Resource person for the Faculty Development Programme on Data Analytics at Sri Krishna College of Arts and Science, Coimbatore, on 30th December 2022.

5. Chaired a Machine Learning Applications in Business Decision-Making session at the 4th International conference on information management & machine intelligence at Poornima Institute of Engineering and Technology, Jaipur.

6. Resource person for the Workshop on Power BI at Fortune Institute of International Business (FIIB), Delhi, on November 16th, 2022.

7. Resource person for the Workshop on Business Analytics at Adishankara School of Business from 30th November to 03rd December 2022.

8. Resource Person- Related to Rural Development in a two-hour session on 01 March 2022 during the Online 5-Day FDP on Mentoring for Institutional Social Responsibility and Facilitation for Community Engagement organized by MGNCRE for the faculty of Higher Education Institutions in Tamil Nadu from 28 February 2022 to 04 March 20.

9. Delivered a Guest Lecture on "Segmentation Analytics" at Christ University, Bangalore, on 22 February 2022.

10. Resource person for the Workshop at the Department of Economics- TNAU titled Data Visualization for Business Intelligence.

11. Delivered a "Data Visualization for Business Decision-making" session in the FDP organized by Jawaharlal Nehru Group of Institutions.

12. Delivered 10 Days Workshop on "Analytics for Finance" for MBA – Banking & Technology students of Pondicherry University

13. Delivered a "Data Visualization Using Tableau" session for One year - Data Science Certification program organized by PSG CARE.

14. Delivered a Webinar session on "The Analytics Era" on 16th June 2020

15. Delivered a session on "Tourism Marketing – Marketing Positioning" @ Avinashilingam University on 28th January 2020

16. Resource Person at SKCET for AICTE Sponsored FDP on Business Analytics during July 10-11, 2019

17. Handled One-day FDP for SKCET Management Science Faculty on Marketing Metrics on 4th September 2019

18. Organized 2 Day Training program on Business Analytics at PSG Institute of Management and delivered sessions on Introduction to R, Simple Linear, and Multiple Linear Regression, and Text Analytics

19. Delivered a "Text Analytics for Literature Review" session at ICSSR Impress. Sponsored two Day National Workshop on Academic Identity, Enhancing Research Visibility, and Improving Citations organized by the Department of Library- PSG College of Arts and Science

20. Delivered half-a-day sessions covering Chi-Square, Bi variate Correlation, Anova, and Regression on 3 Days Workshop on Research Methods at PSG Institute of Management.

21. Mathematical Statistics Using R Programming "organized by the Department of Mathematics with CA of PSG Arts.

22. Business Analysis using Excel for Indian Oil Corporation Distributors at NAV DHIKSHA

23. Branding Exercises for Indian Oil Corporation Distributors at NAV DHIKSHA

24. Sales & Marketing Skills for India Post Employees

25. Chaired and delivered a session on NCMLAI 2018, Business Analytics Conference hosted by ASI & CIT

26. "Libraries for Community Development - Public Library- for Coimbatore District Library Association.

27. "Marketing Metrics" for Coimbatore Management Association.

28. "User Needs & Expectations" for National conference "Criss-Crossing the Digital Revolution: The choices and challenges for libraries in India" organized by PSGCAS

29. "What is Good Research & Research Techniques" in Sardar Vallabhai School of Textiles and Management.

30. "Research & SPSS Methodology" for the faculty organized by IFET College of Engineering, Vellore.'

FDP/ WORKSHOPS / TRAINING ATTENDED

1. **Faculty Development Programs at IIM Bangalore:**

    A. "Machine Learning with Business Applications" 4-9 November 2019.
    B. Machine Learning Using Python   – June 2019
    C. Business Analytics - May 2018
    D. Machine Learning Using R: -December 2017
    E. Business Applications Using Machine learning – March 2018

3. Innovative Teaching and Learning Methods organized by Christ University during 19 -23 June 2023

4. Digital Marketing, Social Media Management& Analytics (Advance level) organized by IIM Vishakhapatnam on June 10, 2021

5. Unlocking extraordinary insights into brand management by Pearson Education on April 23, 2021

6. Text Analytics Using R & Gephi conducted by XIME, CHENNAI -December 2017

7. How to Handle New Gen conducted by TEQIP, PSGCT – 2014Faculty Development Workshop on "Case Writing & Case Teaching": XIME, Bangalore -2013.

8. Research Methodology Using SPSS conducted by SVPITM -2013. by SPSS - 2013.

9. Micro Teaching conducted by PSGIM -2013 - conducted by PSGIM- 2013

10. Faculty Development program- I, Centre for Education Beyond Curriculum and IQAC, conducted by Christ University 2022.

11. 21st Century Skills for Academics conducted by NODAL center Christ University,
12. Induction Programme by Staff Development College, Christ University, on 28th July 2022

13. Orientation Programme by Staff Development College, Christ University, during 11-15 October 2022

- Management Development Program on Embracing the Power of Analytics to Transform Businesses by IES MCRC on 18th March 2023.
- Business Analytics using Python" at Indian Institute of Management Kashipur through ATAL Academy – July 2021
- "Data Sciences" conducted by MIT Campus, Anna University through ATAL Academy – December 2020
- "Data Sciences" conducted by Aligarh Muslim University through ATAL Academy – October 2020
- "Data Sciences" conducted by Central University of Tamil Nadu through ATAL Academy – October 2020
- "Block Chain" conducted by University Institute of Engineering and Technology, Kurukshetra University through ATAL Academy – June 2020
- Machine Learning using Python conducted by VELS University – May 2020
- Artificial Intelligence & its applications conducted by VELS University – May 2020
- Changing Research Landscape in Uncertainties conducted by RDIAS, Delhi – May 2020
- Future of Learning conducted by RVIM, Bangalore – May 2020
- Pedagogy in Management post Covid conducted by IMR, Jalgaon- June 2020
- Block Chain conducted by ATAL academy in June 2020
- Technology Assisted Teaching and Virtual Learning Through ICT tools by JIMS, Delhi – July 2020
- Image Processing towards Data Science, Meenakshi College of Engineering Chennai -July 2020
- Artificial Intelligence Applications through Machine Learning, Balaji Institute of Technology, Hyderabad -July 2020.
- New Paradigms in e-learning Tools and Techniques for Teaching Learning by SIMCA, Pune – July 2020.
- Writing Effective Management Case Studies by Manipal, MAHE, on 27 September 2020

- Embracing the Power of Analytics to Transform Businesses
- Statistical thinking and problem-solving by SAS
- Data Visualization using Python by Great Learning Academy
- Survey Analysis to gain Marketing Insights by Emory University
- How to Write case Report by Elseveir Research Academy
- Business Analytics and Data Mining Using Python – IIT Roorkee (NPTEL – Swayam)
- Business Analytics and Data Mining Using R – PART II IIT Roorkee (NPTEL – Swayam))
- Data Analysis in R Using STAT CRAFT
- Machine learning using python from Skyfi Labs
- Data Analytics using R from Skyfi Labs
- Power BI Masters from Ineuron Intelligence
- Stats for Data Science from Ineuron Intelligence
- Digital Marketing from GLobysn Business School
- Industry 4.0 from GLobysn Business School
- Marketing Psychology through Udemy
- Master Course in Tableau 10 through Udemy
- RPA Starter & RPA Implementation from UI path
- Swayam- IIT Roorkee: Business Analytics and Data Mining Using R
- Completed Desktop II – Fundamentals offered by Tableau Software
- Certified Star professional and Trainer for AI and ML for Business Applications from STAR Certification
- Completed Desktop 1 – Fundamentals offered by Tableau Software
- Certified R Programming Professional and Trainer from STAR Certification
- Scandinavian Institute of Business Analytics: Market Analytics: Data-Driven Marketing Expert
- Skillfin Learning: The Data Analyst Skills Training (DAST) course with Excel
- Digital Marketing Capstone
- Digital Analytics for Marketing Professionals: Marketing Analytics in Practice
- Digital Analytics for Marketing Professionals: Marketing Analytics in Theory
- Digital Marketing Channels: Planning
- Digital Marketing Channels: The Landscape
- Marketing in a Digital World
- Business Analytics and Data Mining Using Python – IIT Roorkee (NPTEL – Swayam)
- Business Analytics and Data Mining Using R – PART II IIT Roorkee
- Foundations of Data Science – PADHAI (Online - Pursuing)
- Stats for Data Science from Ineuron Intelligence
- Data Analysis in R using STARCRAFT from STAT CRAFT

ANALYTICAL PROJECTS

- SDG Analytics – Exploring Analytical options to describe or solve SDG goals
- Linked In Analytics – Exploring the influencer and the working models
- Policy Making and Investment Decisions – States of India
- TamilNadu – Socio Economic Analysis for Better Performance
- Bankruptcy Prediction Models – Financial Modelling
- Customer Analytics - Experiential Journey mapping and Pricing acceptance
- Knowing the Meat – Analytics on Licious products and offerings
- Sports Analytics – Salary and Position Prediction
- Financial Analytics – Financial Modelling using ratios
- Predicting Riots – Text and sentiment approach using twitter data
- Green Finance and Fintech Innovation – Effects and causes
- Forecasting India's Foreign Trade – A Master Time Series Approach
- Sports Analytics – Creating a dashboard, Selection of Players, and, Creating Winning rules
- Predicting Scores and Ranks of Top Management Institutions in INDIA using an analytical approach to the "NIRF Framework."
- Twitteratis on Budget - Sentimental Analysis and Prediction of Sentiments using Text Analytics and Predictive Algorithms
- Predicting Brand Value and Brand Equity of IT Companies with Machine learning
- Segmenting the Retail Customers – A Multi-Model approach of clustering and Machine learning
- Scraping Amazon Reviews Using Python & Building Recommender Model using R
- A Study to explore "The Novel Corona Virus" Outbreak using R and Tableau
- Segmenting the Millennial Shoppers of PSGIM using clustering algorithms

Tools: Python, R, Tableau, Power BI, JMP, Excel

Skills: Machine Learning, Statistics & Visualization

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